

FY 2017-2018 February Financial Statements

Variance Summary

BUDGET - GENERAL NOTE: References to budget refer to the budget reforecast approved by the Board in January 2018.

REVENUE		
TID / Private Revenue	CURRENT MONTH FEBRUARY	YEAR TO DATE FEBRUARY
Monterey County	\$216,650 received vs. budget of \$0	\$216,650 variance Year to Date; one two-month payment ahead of plan
City of Monterey	\$371,496 received vs. budget of \$0	\$1,655 variance Year to Date
City of Carmel	\$0 received vs. budget of \$44,238	-\$44,238 variance Year to Date; \$42,999 received in March
City of Pacific Grove	\$54,021 received vs. budget of \$52,034	\$1,987 variance Year to Date
City of Seaside	\$16,595 received vs. budget of \$16,153	-\$371 variance Year to Date
City of Salinas	\$0 received vs. budget of \$0	\$0 variance Year to Date
City of Marina	\$13,824 received vs. budget of \$11,964	\$18,193 variance Year to Date; one monthly payment ahead of plan
Private Revenue	<p>Group Sales: No partner participation in Ohio and Philadelphia sales missions.</p> <p>New Membership: Refunds to vacation rental members</p> <p>Renewal Membership: Refunds to vacation rental members</p> <p>Visitor Services Ad Commission: 2nd Quarter revenue was budgeted in February but received in January</p>	<p>Group Sales: No participation in Ohio and Philadelphia missions and PCMA event cancelled as scheduling during conference was not feasible</p> <p>New Membership: Under budget due to refunds to vacation rental members</p> <p>Renewal Membership: Under budget due to refunds to vacation rental members</p> <p>Visitor Services Ad Commission: Shortfall due to a mix of slower sales and delayed collections; anticipate year-end may be a bit under budget after catching up on collections and some sales recovery</p>

EXPENSE - GENERAL NOTE: Postage, Professional Development, Cell Phone Reimbursements and Travel/Entertainment budgets have been allocated evenly by month or quarter and will (in most cases) have variances between budget and actual both in the current month and year to date due to use/activity timing.

EXPENSE	CURRENT MONTH FEBRUARY	YEAR TO DATE FEBRUARY
Marketing Communications		
Advertising+Media Buys	Underspent due to activation support not needed, instead intend to use in March/April	Under YTD due to delayed invoices and postponed activation support to promote spring travel
Digital Marketing	Underspent due to pre-bill for spring paid social, budgeted in February through June and paid in January	Over YTD due to pre-bill for spring paid social that will balance out by end of the year
Production/Collateral	Underspent due to delayed production of Destination Guide	Under YTD due to delayed printing projects Destination Guide & Sustainable Moments
International	Underspent due to Brand USA Mexico campaign and CCTC co-op ad less than budget	Expect to end the year approximately \$9K underspent due to Brand USA Mexico campaign and CCTC co-op savings and now lower than planned participation for receptive tour operator outreach
Research	Destination Analysts on hold pending reassessment of research spending to be taken to marketing committee in April	Destination Analysts on hold pending reassessment of research spending to be taken to marketing committee in April
Visitor Guide Distribution		Reduced distribution fee in alignment with shorter timeframe for distribution to targeted locations
Media Relations Program	Underspent for February due to delayed agency fee invoicing for the Spring Social Influencers FAM to be billed in March	Underspent due to delayed agency fee invoicing for the Spring FAM and some expenses from FAMs in February to be billed in March

Sales + Group Services	CURRENT MONTH FEBRUARY	YEAR TO DATE FEBRUARY
Group Marketing	Underspent due to savings on MCC media FAM and delay of photography and related production/design expenses	Underspent due to delay of planned photography, savings on MCC media FAM and production/design expenses; plan to use funds for future media visits and updated production/collateral and expect to spend to budget by year-end
Memberships/Affiliations	Timing of membership payments	
Customer Advisory Board	Final expenses posted in February but all budget was in January	Underspend due to some expenses absorbed by FAM budget
Promo Items	Underspent due to adequate inventory levels	
Tradeshows + Sales Missions	Earlier than planned deposit payment for IPW Denver	Earlier than planned prepayment for IPW Denver and Conference Direct and overspend on PCMA Convening Leaders due to more CVB attendance than planned and unplanned attendance at SF Travel event
Client Events	Underspent due to Texas delayed from February to March and lower spend than planned on Ohio and NY events	Underspent due to Texas delayed from February to March and lower spend than planned on Ohio and NY events
FAMs	No Tour & Travel FAMS hosted	Hosting PBFW Fam in April, will catch up to budget
Sponsorships	Higher than planned prepayments for CalSAE Elevate offset by earlier than planned payment of MPISSN Crab Feed	Higher than planned prepayments for CalSAE Elevate offset by savings on AZMPI and MPISSN participation levels
Housing Bureau	Payment of convention registration that was budgeted for April	
Opportunity Development		Clients did not take advantage of offers

Membership	CURRENT MONTH FEBRUARY	YEAR TO DATE FEBRUARY
Visitor Services	CURRENT MONTH FEBRUARY	YEAR TO DATE FEBRUARY
Visitor Center Collateral		Unspent budget will be spent in March on printing of the new Destination Guide
Administration	CURRENT MONTH FEBRUARY	YEAR TO DATE FEBRUARY
Community Relations/Goodwill	MCHA MY Monterey invoice budgeted for February not yet received	MCHA annual MOU and MY Monterey invoices budgeted for January and February not yet received
Legal		Legal fees overspend expected to lead to \$4K over spend at year-end
Benefits/HR Services	Invoice for team engagement results budgeted in February received in March	Invoice for team engagement results budgeted in February received in March
Consulting/Facilitation		Coaching costs overspend will likely result in \$4K overspend at year-end
Banking/Merchant Services	LOC renewal fee budgeted in March received in February	LOC renewal fee budgeted in March; will be over budget \$1K at year end as discounted fee of last year was not provided this year due to lower balances in deposit accounts

MCCVB Statement of Revenue and Expense
For the Eight Months ended February 28, 2018

17-18 CM Actual	17-18 CM Budget	17-18 CM Variance	16-17 CM Actual							17-18 YTD % of Budget	12 Month Forecast March 2018 - February 2019						
				17-18 YTD Actual	17-18 YTD Budget	17-18 YTD Variance	16-17 YTD Actual	17-18 Budget	17-18 Reforecast								
Revenues																	
Jurisdiction Investment																	
99,406	99,406	0	99,406	Monterey County	795,250	795,250	0	795,250	1,192,875	66.67	1,192,875						
0	0	0	0	City of Monterey	674,750	674,750	0	674,750	899,667	75.00	899,667						
0	0	0	0	City of Carmel-by-the-Sea	132,643	132,643	0	125,742	176,857	75.00	182,958						
0	0	0	0	City of Pacific Grove	85,178	85,178	0	81,867	113,571	75.00	113,331						
0	0	0	0	City of Seaside	64,818	64,818	0	60,040	86,424	75.00	82,307						
0	0	0	0	City of Salinas	78,034	78,034	0	72,774	78,034	100.00	86,418						
0	0	0	0	City of Marina	47,789	47,789	0	44,940	63,718	75.00	66,299						
0	0	0	0	City of Del Rey Oaks	1,000	1,000	0	1,000	1,000	100.00	1,000						
0	0	0	0	Sand City	2,000	2,000	0	2,000	2,000	100.00	2,000						
99,406	99,406	0	99,406	Sub-Total Jurisdiction Investment	1,881,462	1,881,462	0	1,858,363	2,614,146	71.97	2,626,856						
TID																	
216,650	0	216,650	0	Monterey County	649,072	432,422	216,650	486,185	799,991	81.13	850,012						
371,496	0	371,496	0	City of Monterey	1,140,770	1,139,115	1,655	1,151,960	2,023,649	56.37	2,049,806						
0	44,238	(44,238)	44,685	City of Carmel-by-the-Sea	168,378	212,616	(44,238)	215,640	300,696	56.00	299,457						
54,021	52,034	1,987	52,034	City of Pacific Grove	185,988	184,001	1,987	189,570	244,775	75.98	246,762						
16,595	16,153	443	15,836	City of Seaside	152,613	152,983	(371)	174,516	214,226	71.24	216,802						
0	0	0	0	City of Salinas	167,947	167,947	0	147,105	282,065	59.54	282,065						
13,824	11,964	1,861	0	City of Marina	132,237	114,044	18,193	93,713	174,008	76.00	182,426						
672,586	124,388	548,198	112,555	Sub-Total TID	2,597,004	2,403,128	193,876	2,458,689	4,039,409	64.29	4,127,330						
Private Revenue																	
4,120	3,775	345	507	Marketing	20,517	20,184	333	33,635	28,709	71.46	29,042						
15,800	19,100	(3,300)	6,850	Group Sales	76,400	81,700	(5,300)	52,725	127,350	59.99	122,050						
(650)	432	(1,082)	432	New Membership	11,075	12,909	(1,834)	11,097	13,233	83.69	13,233						
(1,625)	0	(1,625)	0	Renewal Membership	76,859	78,159	(1,300)	78,853	78,159	98.34	78,159						
0	0	0	0	Annual Meeting	20,331	20,331	0	21,676	20,331	100.00	20,331						
0	5,650	(5,650)	4,784	Visitor Services Ad Commission	6,617	10,537	(3,920)	9,940	30,037	22.03	26,117						
7	7	(0)	7	Interest	58	57	1	59	85	67.77	86						
0	0	0	17,500	Misc	3,391	3,391	0	20,157	6,091	55.67	6,091						
17,652	28,964	(11,312)	30,080	Sub-Total Private Revenue	215,247	227,268	(12,021)	228,142	303,995	70.81	295,108						
789,644	252,758	536,886	242,041	Total Revenues	4,693,713	4,511,858	181,855	4,545,194	6,957,551	67.46	7,049,294						

MCCVB Statement of Revenue and Expense
For the Eight Months ended February 28, 2018

17-18 CM Actual	17-18 CM Budget	17-18 CM Variance	16-17 CM Actual	Expenses MARKETING COMMUNICATIONS	17-18 YTD Actual	17-18 YTD Budget	17-18 YTD Variance	16-17 YTD Actual	17-18 Budget	17-18 YTD % of Budget	12 Month Forecast March 2018 - February 2019
41,856	47,965	(6,108)	49,930	Salary	394,645	407,691	(13,046)	407,061	631,306	62.51	630,100
21,080	19,564	1,516	2,366	Incentive	22,620	20,064	2,556	2,366	62,207	36.36	65,441
2,586	5,157	(2,572)	4,341	Benefits	31,663	34,241	(2,579)	30,574	54,936	57.64	53,307
5,513	7,744	(2,231)	5,646	Taxes + Insurance	32,888	37,625	(4,737)	35,879	62,358	52.74	58,607
71,036	80,430	(9,395)		62,283 Sub-Total Talent	481,816	499,622	(17,806)	475,881	810,807	59.42	807,455
13,083	18,083	(5,001)	15,182	Advertising+Media Buys	443,913	451,528	(7,615)	431,858	574,260	77.30	566,645
13,517	21,350	(7,833)	0	Digital Marketing	157,427	144,895	12,532	0	203,923	77.20	216,455
27,700	27,700	0	15,289	Agency/Srvc Fees + Cntr	221,600	221,600	0	151,761	332,400	66.67	332,400
9,001	27,753	(18,752)	12,085	Production/Collateral	162,460	181,854	(19,395)	209,311	255,674	63.54	236,280
8,531	15,200	(6,669)	18,816	International	100,980	107,547	(6,567)	93,742	149,797	67.41	143,230
0	12,275	(12,275)	0	Research	73,978	86,253	(12,275)	64,245	128,739	57.46	116,464
0	0	0	634	Visitor Guide Distribution	12,140	14,855	(2,715)	31,960	14,855	81.73	12,140
3,261	12,158	(8,897)	1,898	Media Relations Programs	65,876	77,500	(11,624)	43,097	125,000	52.70	113,376
1,776	2,200	(424)	1,323	Media Tracking	27,999	27,000	999	21,903	35,700	78.43	36,699
500	500	0	0	Photography + Press Materials	4,000	4,000	0	0	6,000	66.67	6,000
4,350	4,350	0	4,850	Website/Digital	118,997	118,947	50	131,811	144,210	82.52	144,260
79	0	79	0	Dues + Subscriptions	373	694	(321)	1,289	1,138	32.79	817
0	100	(100)	41	Postage	0	200	(200)	976	600	0.00	400
12	1,986	(1,974)	1,287	Professional Development	5,762	6,863	(1,101)	10,309	11,756	49.02	10,655
315	356	(41)	391	Cell Phone Reimbursements	2,786	2,709	77	3,198	4,133	67.41	4,210
2,071	4,150	(2,079)	6,475	Travel + Entertainment	34,875	36,523	(1,648)	38,929	54,600	63.87	52,952
84,196	148,161	(63,965)		78,270 Sub-Total Programs	1,433,167	1,482,968	(49,802)	1,234,388	2,042,786	70.16	1,992,984
155,232	228,592	(73,360)		140,553 Total Marketing Communications	1,914,983	1,982,590	(67,608)	1,710,269	2,853,592	67.11	2,800,439

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For the Eight Months ended February 28, 2018

17-18 CM Actual	17-18 CM Budget	17-18 CM Variance	16-17 CM Actual							17-18 YTD % of Budget	12 Month Forecast March 2018 - February 2019	
				17-18 YTD Actual	17-18 YTD Budget	17-18 YTD Variance	16-17 YTD Actual	17-18 Budget	17-18 Actual			
SALES + GROUP SERVICES												
69,270	70,544	(1,274)	71,963	Salary	583,496	587,060	(3,565)	581,063	904,340	64.52	918,280	
26,996	64,446	(37,450)	10,250	Incentive	28,296	65,746	(37,450)	10,250	152,238	18.59	115,637	
5,683	6,446	(763)	6,472	Benefits	50,017	48,837	1,180	50,599	76,620	65.28	79,300	
8,705	8,649	56	8,096	Taxes + Insurance	54,776	58,439	(3,663)	52,458	95,299	57.48	93,280	
110,653	150,085	(39,432)	96,782	Sub-Total Talent	716,585	760,083	(43,498)	694,371	1,228,497	58.33	1,206,496	
PROGRAMS												
0	0	0	0	Third Party Contract Support	0	0	0	9,500	0	0.00	0	
80,575	111,979	(31,404)	11,279	Group Marketing	375,711	413,235	(37,523)	237,107	597,537	62.88	560,014	
1,755	0	1,755	1,045	Memberships/Affiliations	13,524	12,527	997	10,609	17,457	77.47	18,454	
1,446	0	1,446	0	Customer Advisory Board	17,767	21,000	(3,233)	0	21,000	84.60	0	
1,000	1,000	0	1,000	E-Tools	23,002	23,241	(239)	15,883	32,041	71.79	31,802	
305	2,500	(2,195)	70	Promo Items / Client Amenities	24,743	23,164	1,579	33,030	38,164	64.83	39,743	
0	0	0	0	CVENT	56,922	56,722	200	53,457	56,722	100.35	56,922	
47,565	23,425	24,140	15,852	Tradeshows + Sales Missions	252,110	221,040	31,071	241,064	320,097	78.76	351,168	
8,851	23,908	(15,057)	6,868	Client Events	74,110	96,756	(22,646)	100,272	137,124	54.05	114,478	
10,909	15,500	(4,591)	2,222	FAMs	51,410	72,258	(20,847)	18,464	133,500	38.51	112,652	
6,994	4,600	2,394	11,541	Sponsorships	76,241	74,181	2,060	161,361	95,331	79.98	97,391	
113	0	113	483	Site Visits	476	797	(320)	3,954	797	59.80	476	
216	850	(634)	0	Conference Services	6,590	8,935	(2,345)	8,807	12,335	53.42	9,990	
1,177	0	1,177	0	Housing Bureau	1,177	1,000	177	0	3,500	33.61	3,677	
0	0	0	1,042	Opportunity Development	4,730	6,780	(2,050)	15,827	62,280	7.59	60,230	
513	150	363	643	Postage	3,166	3,434	(269)	2,394	4,034	78.47	3,766	
379	300	79	941	Professional Development	12,195	8,143	4,053	6,524	12,943	94.23	16,995	
737	696	41	1,114	Cell Phone Reimbursements	5,186	5,251	(65)	7,028	8,035	64.54	7,970	
6,802	4,500	2,302	10,955	Travel + Entertainment	39,396	37,495	1,901	37,803	58,495	67.35	60,396	
169,335	189,407	(20,072)	65,056	Sub-Total Programs	1,038,457	1,085,957	(47,500)	963,085	1,611,391	64.44	1,546,124	
279,988	339,493	(59,505)	161,837	Total Sales + Group Services	1,755,042	1,846,041	(90,998)	1,657,457	2,839,888	61.80	2,752,621	

MCCVB Statement of Revenue and Expense
For the Eight Months ended February 28, 2018

17-18 CM Actual	17-18 CM Budget	17-18 CM Variance	16-17 CM Actual	17-18 YTD Actual	17-18 YTD Budget	17-18 YTD Variance	16-17 YTD Actual	17-18 Budget	17-18 YTD % of Budget	12 Month Forecast March
MEMBERSHIP				Sub-Total Talent				17-18 YTD % of Budget		2018 - February Reforecast
Programs			Sub-Total Programs			Total Membership			2019	
4,440	4,448	(7)	4,686	Salary	38,047	38,054	(7)	37,629	58,035	65.56
0	1,187	(1,187)	443	Incentive	0	1,187	(1,187)	443	5,383	0.00
933	1,096	(163)	1,124	Benefits	9,130	9,170	(40)	8,552	13,636	66.95
411	723	(312)	542	Taxes + Insurance	2,509	3,127	(618)	2,438	5,149	48.73
5,783	7,453	(1,670)	6,796	Sub-Total Talent	49,686	51,538	(1,852)	49,063	82,203	60.44
0	0	0	0	Member Events	23,220	23,206	14	28,557	23,406	99.21
0	0	0	690	Collateral	0	0	0	690	700	0.00
0	300	(300)	62	Postage	0	300	(300)	62	450	0.00
0	0	0	0	Professional Development	0	0	0	396	0	0.00
74	80	(6)	160	Cell Phone Reimbursements	554	640	(86)	715	960	57.66
76	150	(74)	226	Travel + Entertainment	662	1,063	(400)	1,125	1,663	39.84
150	530	(380)	1,138	Sub-Total Programs	24,436	25,209	(773)	31,545	27,179	89.91
5,933	7,983	(2,050)	7,934	Total Membership	74,122	76,747	(2,625)	80,608	109,382	67.76
VISITOR SERVICES										
12,653	14,604	(1,951)	16,791	Salary	113,815	117,712	(3,896)	124,365	183,696	61.96
2,511	2,374	137	1,203	Incentive	2,511	2,374	137	1,878	8,757	28.67
874	1,753	(879)	1,067	Benefits	14,231	13,708	523	9,091	21,274	66.89
1,869	2,541	(672)	2,317	Taxes + Insurance	11,640	13,099	(1,458)	13,443	22,332	52.13
17,907	21,272	(3,366)	21,378	Sub-Total Talent	142,197	146,892	(4,695)	148,777	236,058	60.24
0	0	0	0	Visitor Center Collateral	5,213	9,934	(4,721)	4,909	11,434	45.59
0	0	0	0	Promotional Items	0	0	0	0	4,000	0.00
601	985	(384)	822	Visitor Center Facility	109,603	109,513	90	108,089	147,868	74.12
134	1,050	(916)	1,537	Postage	2,876	2,703	174	6,073	3,903	73.70
0	0	0	0	Professional Development	2,239	2,239	0	426	2,239	100.00
116	140	(24)	72	Cell Phone Reimbursements	888	948	(60)	1,021	1,508	58.90
66	115	(49)	252	Travel + Entertainment	892	1,105	(213)	362	1,565	56.98
917	2,290	(1,373)	2,682	Sub-Total Programs	121,711	126,442	(4,731)	120,879	172,517	70.55
18,824	23,562	(4,738)	24,060	Total Visitor Services	263,908	273,334	(9,426)	269,657	408,575	64.59
Grand Total										

MCCVB Statement of Revenue and Expense
For the Eight Months ended February 28, 2018

17-18 CM			16-17 CM			17-18 YTD			17-18 YTD			17-18 YTD %			12 Month	
Actual	Budget	Variance	Actual			Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	of Budget	Forecast March	
ADMINISTRATION																
29,608	30,363	(755)	26,420	Salary		243,542	246,258	(2,716)	225,147	382,837	63.62		387,428			
5,628	5,785	(157)	2,904	Incentive		7,653	7,810	(157)	2,904	37,649	20.33		37,721			
1,730	2,987	(1,256)	3,269	Benefits		19,088	20,215	(1,127)	24,567	32,381	58.95		31,827			
3,070	3,541	(471)	2,636	Taxes + Insurance		20,367	22,237	(1,869)	17,148	36,220	56.23		34,962			
40,036	42,675	(2,638)	35,229	Sub-Total Talent		290,650	296,519	(5,869)	269,766	489,087	59.43		491,938			
17	500	(483)	0	Board of Directors		489	972	(483)	1,748	6,222	7.86		5,739			
1,865	7,800	(5,935)	1,576	Community Relations/Goodwill		20,734	28,904	(8,170)	19,134	31,504	65.81		23,334			
0	0	0	184	Memberships/Affiliations		19,004	19,004	0	38,053	19,583	97.04		19,583			
1,684	271	1,413	296	Human Resource Programs		3,849	2,778	1,071	2,282	2,978	129.23		4,049			
1,575	1,000	575	889	Professional Development		4,114	3,554	560	3,239	6,054	67.96		6,614			
234	400	(166)	227	Cell Phone Reimbursements		2,423	2,826	(403)	2,346	4,426	54.74		4,023			
1,943	1,900	43	2,043	Travel + Entertainment		13,150	14,241	(1,091)	15,298	22,941	57.32		21,850			
4,680	4,800	(120)	0	Legal		38,810	34,735	4,075	2,373	53,935	71.96		43,970			
0	0	0	0	Audit/Accounting		19,000	19,000	0	18,500	19,000	100.00		19,000			
5,454	11,200	(5,746)	4,950	Benefits/HR Services		10,274	16,063	(5,790)	53,590	19,783	51.93		13,994			
750	550	200	586	Payroll Services		4,973	4,748	225	4,436	6,948	71.58		7,173			
458	825	(368)	1,850	Consulting/Facilitation		6,548	2,190	4,358	4,500	11,565	56.61		15,923			
10,879	11,542	(662)	11,491	Lease/Rent/CAM		95,605	96,438	(832)	91,972	147,204	64.95		146,372			
325	825	(500)	1,053	Janitorial/Maintenance		6,361	6,748	(387)	4,488	10,048	63.31		9,661			
0	0	0	0	Operations Taxes		134	134	0	64	134	100.00		134			
0	0	0	0	Operations Insurances		16,126	17,116	(990)	16,108	17,116	94.22		16,126			
714	865	(151)	733	Internet/Phone Service		6,186	6,442	(255)	6,118	9,902	62.48		9,646			
5,334	5,000	334	5,546	IT / Cloud Service		41,288	40,989	299	41,889	60,989	67.70		61,288			
2,164	300	1,864	262	Banking / Merchant Services		5,047	3,118	1,929	2,261	5,318	94.90		7,247			
400	400	(0)	544	Equipment Leasing/Maintenance		7,415	7,830	(415)	7,083	12,830	57.79		12,415			
87	400	(313)	235	Stationery		3,067	4,200	(1,133)	1,606	5,500	55.77		4,367			
472	500	(28)	621	Office Supplies		4,868	5,200	(332)	3,728	7,200	67.62		6,868			
302	300	2	181	Conference/Break Rm Supplies		2,987	2,681	306	2,245	3,881	76.96		4,187			
1,214	1,080	134	1,090	Computer/Software		27,967	28,646	(679)	14,080	33,266	84.07		32,587			
216	200	16	491	Furniture/Fixtures		1,552	1,419	133	854	1,999	77.65		2,132			
(11)	0	(11)	(628)	Postage, BM Permit, PO Box		(33)	999	(1,032)	1,112	999	(3.30)		(33)			
40,754	50,658	(9,904)	34,221	Sub-Total Programs		361,912	370,973	(9,061)	359,106	521,324	69.42		498,223			
80,790	93,333	(12,543)	69,450	Total Administration		652,562	667,492	(14,930)	628,872	1,010,411	64.58		990,161			
0	0	0	12,500	Total Destination Salinas Agreement		0	0	0	12,500	0	0.00		0			
540,767	692,962	(152,195)	416,334	Total Expenses		4,660,618	4,846,204	(185,587)	4,359,362	7,221,849	64.53		7,064,883			
248,877	(440,204)	689,081	(174,294)	Net Retained		33,095	(334,346)	367,442	185,832	(264,298)	(12.52)		(15,589)			

MCCVB
Balance Sheet

	February 28, 2018	January 31, 2018	Change
ASSETS			
Current Assets			
Union Bank - Checking	\$ 934,715	\$ 201,624	\$ 733,091
Union Bank - Money Market	19,986	19,985	1
Rabobank - Checking	613	2,613	(2,000)
Rabobank - Money Market	51,696	51,690	6
Petty Cash	169	218	(49)
PayPal Cash Balance	5,570	4,310	1,261
<i>Sub-Total Cash</i>	<i>1,012,750</i>	<i>280,441</i>	<i>732,310</i>
Accounts Receivable	143,754	831,757	(688,002)
TID Receivable	835,427	835,427	0
<i>Sub-Total Receivables</i>	<i>979,181</i>	<i>1,667,183</i>	<i>(688,002)</i>
Total Current Assets	1,991,931	1,947,624	44,308
Property and Equipment			
Furniture & Fixtures	112,792	112,792	0
Computers/Equipment	243,047	243,047	0
Accumulated Depreciation	(294,494)	(294,494)	0
Leasehold Improvements	3,158	3,158	0
Total Property and Equipment	64,502	64,502	0
Other Assets			
Tradeshow Deposits	71,925	4,145	67,780 IMEX prepayments
Prepaid Expenses	18,433	25,915	(7,483) Release Parasol and OMG Feb costs billed in Jan
Lease Deposit	11,000	11,000	0
Total Other Assets	101,358	41,060	60,298
Total Assets	\$ 2,157,791	\$ 2,053,186	\$ 104,605
LIABILITIES AND CAPITAL			
Current Liabilities			
Accounts Payable	\$ 226,585	\$ 350,556	(\$ 123,970)
Accrued Vacation	59,424	59,424	0
Deferred Revenue	46,715	67,017	(20,302) Release MPINCC sales co-op, Bay Area and Sac Sales Mission and Marketing co-ops
Total Current Liabilities	332,725	476,997	(144,272)
Capital			
Beginning Balance Equity	568,247	568,247	0
Net Assets	1,223,723	1,223,723	0
Net Income	33,095	(215,782)	248,877 January Net Retained
Total Capital	1,825,066	1,576,189	248,877
Total Liabilities & Capital	\$ 2,157,791	\$ 2,053,186	\$ 104,605

MCCVB
Aged Receivables
February 28, 2018

Customer	Current	1-30	31-60	61+	Amount Due	Notes
Asilomar Conference Center	1,600	999	(800)	1,799	Duplicate registration refunded in March, email reminders 3/23/18	
Monterey Tides			1,500	1,500	\$1,000 paid in March, reminder for \$500 invoice emailed 3/23/18	
Carmel Mission Inn	4,550			4,550		
Cima Collina	600	300		900	\$300 paid in March	
City of Carmel-by-the-Sea	250	250		500	reminder emailed 3/23/18	
County of Monterey	99,406			99,406		
East West Marketing Corp China		1,650		1,650	\$1,650 paid in March	
Embassy Suites Monterey Bay-Seaside	1,050			1,050		
Folktale Winery	5,100			5,100		
Hilton Garden Inn	4,000			4,000		
Hyatt Regency Monterey	500		500	1,000	1-30 paid in March, 61+ reminder emailed 3/23/18	
Inns of Monterey	4,000			4,000		
InterContinental The Clement	800			800		
Lisa's Studio			175	175	Written off in March, membership downgraded	
Monterey Bay Aquarium	5,600	499		6,099	\$499 paid in March	
Monterey Plaza Hotel & Spa	500		1,000	1,500	\$1,500 paid in March	
Pebble Beach Resorts	4,000			4,000		
Portola Hotel & Spa	800			800		
Quail Lodge Resort & Golf Club	4,800			4,800		
The Perfect Crumb Bakery Inc.			125	125	Written off in March, membership downgraded	
Report Total	136,556	4,698	2,500	-	143,754	

MCCVB
Aged Payables
As of February 28, 2018

Vendor	0 - 30	31 - 60	61 - 90	Over 90 days	Amount Due	Comment
Advantage Presentation Services, Inc.	697				697	
All Things Meetings, Inc	500				500	
AT&T	70				70	
AT&T Mobility	52				52	
AT&T	114				114	
AmericanTours International LLC	3,500				3,500	
Avaunt Technologies, Inc.	17				17	
BurrellesLuce Media Analysis	1,776				1,776	
Business Card	61,377				61,377	
Comcast Business Class	363				363	
CVBREPS	500				500	
Derian Design	595				595	
Eastwest Marketing Corp	31				31	
FedEx Office	12				12	
Fired-Up! Culture	5,454				5,454	
First Choice Services	201				201	
First Communications, LLC	24				24	
Glastonbury, Inc.	495				495	
Howard Munves	387				387	
Intl Assoc. Golf Tourism Organisation	1,345				1,345	
Imex America Ltd	52,500				52,500	
Joe Marcy	418				418	
Kathleen Dalesandro	10				10	
Mark McMinn	358				358	
MMGY Global, LLC	93,649				93,649	
Office Team	86				86	
PG&E	226				226	
Quill Corporation	202				202	
Ready Refresh	10				10	
Rob O'Keefe	(34)				(34)	Reimbursement due from employee
Simpleview, LLC	200				200	
Trucksis Ent. Inc.	1,039				1,039	
UPS	413				413	
Report Total	226,585				226,585	

2017 - 18 TRADE SHOWS		Actual	Budget	Variance					
Month	Description	YTD Feb	YTD Feb	YTD Feb	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Aug-17	ASAE Annual Meeting & Expo, Toronto Canada	\$ 25,749	\$ 25,749	\$ -	5,000	3,515	\$ 12,000	\$ 12,000	\$ -
Oct-17	IMEX- Las Vegas	\$ 79,848	\$ 79,848	\$ -	7,500	5,757	\$ 27,000	\$ 27,000	\$ -
Oct-17	MPI Great Lakes Education Conference	\$ 1,399	\$ 300	\$ 1,099	TBA	TBA			
Dec-17	HPN Annual Meeting San Francisco	\$ 1,750	\$ 2,442	\$ (692)	500	-			
Dec-17	CalSAE Seasonal Spectacular TS & HB Client Event - Sacramento	\$ 16,664	\$ 17,074	\$ (410)	5,000	7,541	\$ 12,000	\$ 12,000	\$ -
Dec-17	Association Forum Holiday Showcase - Chicago	\$ 11,155	\$ 9,283	\$ 1,871	5,000	2,499	\$ 700	\$ 700	\$ -
Dec-17	NTA Travel Exchange, San Antonio Texas	\$ 2,207	\$ 3,284	\$ (1,076)	250	320			
Jan-18	PCMA Convening Leaders, Nashville, TN	\$ 15,553	\$ 9,626	\$ 5,927	5,000	2,408	\$ -	\$ 2,000	\$ (2,000)
Jan-18	Go West Summit, Salt Lake City Utah	\$ 3,418	\$ 3,033	\$ 385	200	400			
Feb-18	PMPI MACE! - Washington, DC	\$ 710	\$ 938	\$ (228)	1,500	-			
Feb-18	MPI NCC Annual Conference and Trade Show, San Francisco	\$ 7,996	\$ 6,250	\$ 1,746	3,000	-	\$ 9,000	\$ 8,000	\$ 1,000
Feb-18	NAJ Receptive Operator Summit, Marina del Rey, CA	\$ 3,292	\$ 1,875	\$ 1,417	200	-			
Feb-18	MPI Cascadia & Sales Mission	\$ 1,873	\$ 1,059	\$ 814	1,000	-			
Feb-18	DMAI Destinations Showcase/Foundation Dinner, Washington	\$ 24,897	\$ 24,000	\$ 897	2,500	145			
Feb-18	American Bus Marketplace	\$ 3,476	\$ 4,000	\$ (524)	TBA	TBA			
Mar-18	MPI-RMC MIC Conference & Tradeshow, Denver Colorado	\$ 2,058	\$ 1,482	\$ 576	1,000	-			
Mar-18	Experient's Envision Conference	\$ 4,000	\$ 1,059	\$ 2,941	2,500	-			
Mar-18	Pre Elevate C-Level at Sea Level FAM	\$ -	\$ 529	\$ (529)	1,000	-		\$ 600	
Mar-18	Conference Direct Annual Mtg, Hollywood, CA	\$ 6,000	\$ 1,765	\$ 4,235	2,000	-			
Mar-18	NAJ Active America China, Atlanta, GA	\$ 649	\$ 1,412	\$ (763)	-	-			
Apr-18	HelmsBriscoe Annual Business Conference, Orlando	\$ 5,601	\$ 3,158	\$ 2,443	2,500	-			
Apr-18	All Things Meetings SF	\$ 1,050	\$ 474	\$ 576	750	-		\$ 650	
May-18	IPW Pow Wow- Denver, CO	\$ 30,145	\$ 17,500	\$ 12,645	2,500	-		\$ 31,000	
May-18	IMEX Frankfurt	\$ -	\$ 3,500	\$ (3,500)	1,000	-			
Jun-18	IAGTO North America Convention	\$ 1,345	\$ 800	\$ 545	500	-			
Jun-18	MPI-WEC , Indianapolis	\$ 1,276	\$ 600	\$ 676	1,000	-			
	Total	\$ 252,110	\$ 221,040	\$ 31,071	51,400	22,585	\$ 60,700	\$ 93,950	\$ (1,000)

2017 - 18 CLIENT EVENTS			Actual	Budget	Variance					
Month	Description		YTD Feb	YTD Feb	YTD Feb	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance
Mar-17	Visit CA Mexico Sales Mission	\$ 2,980	\$ 2,700	\$ 280		200	-			
Jul-17	Visit CA UK Europe	\$ 9,190	\$ 9,190	\$ -		-	-			
Aug-17	Minnesota Sales Mission	\$ 6,631	\$ 6,631	\$ 0		500	262			
Aug-17	San Francisco Sales Mission	\$ 640	\$ 640	\$ -		2,000	2,103			
Feb-18	Silicon Valley Sales Mission	\$ 7,540	\$ 4,500	\$ 3,040		750	-	\$ 3,500	\$ 2,500	\$ 1,000
Sep-17	Los Angeles/Orange County Sales Mission	\$ 11,468	\$ 11,468	\$ (0)		2,500	2,747	\$ 2,500	\$ 2,500	\$ -
Jun-18	Boston Sales Mission	\$ -	\$ -	\$ -		750	-		\$ 1,600	
Feb-18	Philly Sales Mission/Client Event	\$ 4,419	\$ 4,500	\$ (81)		1,000	-	\$ -	\$ 1,600	\$ (1,600)
Mar-18	NY Sales Mission/Client Event	\$ -	\$ 4,500	\$ (4,500)		1,500	-		\$ 3,000	
Feb-18	Texas Sales Mission Houston/DFW	\$ 337	\$ 9,000	\$ (8,663)		1,000	-	\$ 800	\$ 2,400	\$ (1,600)
Apr-18	Pacific Northwest Sales Calls	\$ 5,959	\$ 5,984	\$ (25)		500	280			
Oct-17	East-West Marketing China Sales Mission + CITM	\$ 12,016	\$ 12,016	\$ (0)		400	33			
Nov-17	Sacramento Sales Mission	\$ 1,546	\$ 1,196	\$ 350		700	50	\$ 800	\$ 800	\$ -
Nov-17	AZ Sales Mission	\$ 4,999	\$ 4,999	\$ (0)		2,000	1,439	\$ 1,600	\$ 1,600	\$ -
Dec-17	CVB Reps Tradeshow, Washington DC	\$ 617	\$ 1,500	\$ (883)		500	343			
May-18	South Bay Sales Mission	\$ -	\$ 750	\$ (750)		1,000	-		\$ 4,000	
Feb-18	MPISSN Crab Feed + Sacramento Sales Mission	\$ 2,362	\$ 4,582	\$ (2,220)		1,000	2,761	\$ 2,500	\$ 3,000	\$ (500)
Feb-18	Visit CA Canada Sales Mission	\$ 2,100	\$ 2,100	\$ -		200	-			
Feb-18	SF Travel Chinese New Year DC	\$ 650	\$ -	\$ 650		TBA	TBA			
Feb-18	Ohio Sales Mission MPI Mid America Conf	\$ 657	\$ 6,750	\$ (6,093)		750	-	\$ -	\$ 1,600	\$ (1,600)
Mar-18	MI Sales Mission	\$ -	\$ 2,250	\$ (2,250)		500	-		\$ 1,600	
Apr-18	Washington DC Sales Mission	\$ -	\$ 1,500	\$ (1,500)		2,500	-		\$ 3,200	
	Total	\$ 74,110	\$ 96,756	\$ (22,646)		20,250	10,018	\$ 11,700	\$ 29,400	\$ (4,300)

2017 - 18 SPONSORSHIPS		Actual	Budget	Variance						
Month	Description	YTD Feb	YTD Feb	YTD Feb	Expected Results (in lead room nts)	Actual Results (in lead room Nts)	YTD Actual Revenue	Annual Budget Revenue	YTD Revenue Variance	
Jul-17	CalsAE Premier Sponsorship	\$ 15,000	\$ 15,000	\$ -	7,500	8,445				
Jul-17	PCMA NCC Premier	\$ 5,000	\$ 5,000	\$ -	1,000	1,979				
Jul-17	AZMPI Gold Sponsor	\$ 3,000	\$ 5,000	\$ (2,000)	-	-				
Jul-17	SF Travel Partners	\$ 5,650	\$ 5,650	\$ -	10,000	7,185				
Jul-17	Helms Briscoe Preferred Prtnr	\$ 18,000	\$ 18,000	\$ -	20,000	26,355				
Jul-17	MPI SoCal	\$ 5,000	\$ 5,000	\$ -	-	-				
Jul-17	PCMA CAP CHAP Silver Level	\$ -	\$ -	\$ -	TBA	TBA				
Jul-17	MPINCC Gold Level	\$ 7,000	\$ 7,000	\$ -	1,500	3,715				
Jul-17	MPISSN	\$ 4,000	\$ 5,000	\$ (1,000)	-	-				
Nov-17	SITE SoCal Holiday Luncheon	\$ 3,824	\$ 3,681	\$ 143	500	-	\$ 1,500	\$ 1,500	\$ -	
Mar-18	CalsAE ELEVATE	\$ 7,267	\$ 2,000	\$ 5,267	2,000	300				
Mar-18	California Cup	\$ -	\$ 350	\$ (350)	200	-				
Jan-18	MPISSN Crab Feed	\$ 2,500	\$ 2,500	\$ -	1,000	-				
	Total	\$ 76,241	\$ 74,181	\$ 2,060	43,700	47,979	\$ 1,500	\$ 1,500	\$ -	

TID Received and Budgeted
Fiscal Year 17-18

		7/16	8/16	9/16	10/16	11/16	12/16	1/17	2/17	16-17 YTD Feb	7/17	8/17	9/17	10/17	11/17	12/17	1/18	2/18	17-18 YTD Feb	Over (under) previous YTD		
TID																						
Received	Monterey County		230,240				255,944			486,185			203,459					228,963	216,650	649,072	162,887	
For What Period			Apr-Jun				Jul-Sep						Apr-Jun					Jul-Sep	Oct-Dec			
Rooms @ \$2			103,767																			
Rooms @ \$1			25,002																			
Budgeted			230,240				255,944		203,393	689,577		-	-	203,459		-	-	228,963	-	432,422	(257,155)	
Received	City of Monterey		365,314			416,805		369,841		1,151,960			365,283				403,991		371,496	1,140,770	(11,190)	
For What Period			May-Jun			Jul-Aug		Sep-Oct					May-Jun				Jul-Aug		Sep-Oct			
Rooms @ \$2						147,560		131,402									144,107					
Rooms @ \$1						125,895		110,773									119,858					
Budgeted			365,314			416,805		369,841	281,804	1,433,764		-	-	365,283		-	-	403,991	369,841	-	1,139,115	(294,648)
Received	City of Carmel		52,359		61,444		57,152		44,685	215,640		52,269		59,948			56,161				168,378	(47,262)
For What Period			May-Jun		Jul-Aug		Sep-Oct		Nov-Dec			May-Jun		Jul-Aug		Sep-Oct						
Rooms @ \$2									7,805					9,048		8,879						
Rooms @ \$1									29,526					42,458		38,970						
Budgeted			52,359		61,444		57,152		41,816	212,771		-	52,269		59,948		56,161		44,238	212,616	(155)	
Received	City of Pacific Grove		63,566			73,970			52,034	189,570		60,392					71,575		54,021	185,988	(3,582)	
For What Period			Apr-Jun			Jul-Sep		Oct-Dec			Apr-Jun					Jul-Sep		Oct-Dec				
Rooms @ \$1																						
Rooms @ \$ 0.50																						
Budgeted			63,566			73,970			57,961	195,497		-	60,392		-	-	71,575		52,034	184,001	(11,496)	
Received	City of Seaside	20,398	22,285	25,641	24,437	21,573	28,285	16,061	15,836	174,516	15,836	18,613	23,331	22,879	20,514	19,275	15,569	16,595	152,613	(21,904)		
For What Period		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		May	June	July	Aug	Sep	Oct	Nov	Dec				
Rooms @ \$2		5,903	6,154	6,758	6,551	5,985	10,934	5,269	4,848		3,271	4,157	5,912	6,024	5,524	5,847	4,647	4,860				
Rooms @ \$1		8,798	10,202	12,384	11,582	9,821	6,703	5,685	6,300		9,454	10,487	11,743	11,062	9,673	7,776	6,432	7,043				
Budgeted		20,398	22,285	25,641	24,437	21,573	28,285	15,876	15,768	174,263	15,836	18,613	23,331	22,879	20,514	19,275	16,382	16,153	152,983	(21,280)		
Received	City of Salinas		79,458				67,553	95		147,105			87,940				80,007				167,947	20,841
For What Period			Apr-Jun				Jul-Sep	Jul-Sep														
Rooms @ \$2																						
Rooms @ \$1																						
Budgeted			79,458				67,553		59,943	206,954		-	-	87,940		-	-	80,007	-	-	167,947	(39,007)
Received	City of Marina		29,248			35,286	29,180			93,713		14,589	17,047		38,038			18,046	30,694	13,824	132,237	38,524
For What Period			May-Jun			Jul-Aug	Sep-Oct				May	Jun		Jul-Aug		Sep	Oct-Nov	Dec				
Rooms @ \$2											1,608	1,596					3,216					
Rooms @ \$1											11,520	12,520					21,797					
Budgeted			29,248			35,286	29,180	14,807	12,837	121,358		14,589	17,047		38,038		-	18,046	14,362	11,964	114,044	(7,313)
		20,398	842,470	25,641	85,882	547,633	438,114	385,996	112,555	2,458,689		30,425	148,321	680,013	120,865	20,514	649,055	275,226	672,586	2,597,004	138,315	
		20,398	842,470	25,641	85,882	547,633	438,114	400,524	673,521	3,034,183		30,425	148,321	680,013	120,865	20,514	649,055	629,548	124,388	2,403,128	(631,055)	

MONTEREY
 Monterey County Convention
 & Visitors Bureau

MCCVB Marketing Communications ROI FY2017-18											
Date(s) of Event	Description	Budget	Actual Cost	Expected results			Actual Results			Notes/Recommendation	Target audience
				Social Impressions	Earned Media Impressions*	Other	Social Impressions	Earned Media Impressions*	Other		
Nov. 22-24, 2017	China Eastern Airline (SF Travel)	\$ 5,000	4,210		1,000,000			7,499,210		Includes coverage from Jumping Magazine, Hanglvquan, Sina.com, qq.com, yidian.com,toutiao.com , IFLY Magazine and CCTV4. (updated 3/5)	China media.
Sept.-Nov., 2017	Fall campaign and sweepstakes	\$ 200,000	\$ 117,534	1,014,419		Custom Content Reads = 5M; Newsletter Signups = 500; Sweepstakes entries = 30k; Overall impressions= 25M; Landing page visits = 120K	1,200,000		Custom Content Reads: New eNews Signups= 3,350 Sweeps entries= 140,627 Overall Impressions: 25.6M Unique Landing Page visits= 179,670 Social Impressions= 1.2M Social Engagements = 22.5K	Full paid media campaign including a quiz and sweepstakes	California, short haul, long haul, national
Oct. 12 - 15, 2017	Big Sur FAM and Bridge Opening Coverage	\$ 5,000	\$2,589		350,000		8,000	18,520,336		Final Results. In an effort to promote that the bridge is open. This has been updated to Big Sur Bridge Opening FAM with Lonely Planet. We are also hosting additional individual media FAMs to Big Sur in the fall and winter and pitching stories to media. Results from bridge opening stories include Forbes, Travel Week, Vogue, Lonely Planet and Fathom. (updated 2/9)	National Media
Oct. 15 - 20, 2017	VCA Canada Media Mission	\$ 5,500	\$5,683		30,000			23,928		Continue building relationships with journalists and social influencers in the Canadian market in an effort for them to visit on a FAM trip and include Monterey County in future stories. Working on a FAM with Mel Says for spring 2018, Canadian Traveller for May 2018 and Je Suis Une Maman for June 2018. We also hosted influencers The Planet D and EnRoute(Air Canada) in March 2018 (results TBA). These actual results include coverage in Hello Vancity and Vancouver Bits and Bites. (updated 3/4)	Media and social influencers in the Canadian Market - Toronto, Calgary and Vancouver
Nov. 29- Dec. 1, 2017	VCA Seattle Media Boot Camp	\$ 3,250	\$2,767		25,000			36,350		Build relationships with media and social influencers in the Pacific Northwest. We have Obsessed by Portia scheduled for end of March 2018. Results include pre-FAM coverage by Obsessed by Portia. (updated 3/4)	Media and social influencers in Seattle and Pacific Northwest
Dec. 13, 2017	Winter SMT	\$ 15,000	\$12,325		250,000,000			558,116,423		Final results.	National
Dec. 2017 - Feb. 2018	Winter campaign and sweepstakes	\$ 171,000	162000	120,000	Landing page visits = 130k; Newsletter Signups = 500; Sweepstakes entries = 40k		TBD		Landing page visits = 141,424 Newsletter Signups = 2,500 Sweepstakes entries = 101,300 Social impressions= TBD Social engagements= TBD	Full media campaign including a sweepstakes and paid influencer content	California, short haul, long haul, national
January 2018	MCC Grand Opening Promotion: Media FAMS, media coverage and paid campaign	\$ 27,000	\$13,014	300,000	10,000		TBD	146,587,887	*As of 3/20/18	Communications to work with the MCC and partners to host a media FAM to promote the grand reopening. California Meetings + Events and Corporate Event News visited in January 2018. We will be hosting Successful Meetings in March 2018, and continuing outreach for additional FAMs. Through our team's efforts, we have received coverage surrounding the reopening in the following publications: Meetings Today, Smart Meetings, California Meetings + Events, BizBash, Corporate Event News, Meetings + Incentive Travel, PCMA, Meetings & Conventions, The Meeting Magazines, Prevue Meetings, Silicon Valley Business Journal and the Monterey Herald. We also distributed a press release in December 2017 on PR Newswire. (updated 3/4)	Meetings and National Media.
February - March 2018	Paid content activation - social influencers	\$ 30,000		500,000			TBD	TBD		content activation supported by paid media campaign	
Winter 2017-18	Brand USA W. Canada Multi-Channel campaign	\$ 13,440			Clicks/Estimated Impressions: 4,000/1,400,000			TBD		Expect results and report at end of winter/early spring	
Winter 2017-18	Brand USA UK Multi-Channel campaign	\$ 20,480			Clicks/Estimated Impressions: 4,000/1,000,000			TBD		Expect results and report at end of winter/early spring	
Filmed Sept. 10 - 15; Airs Feb. and March 2018	VCA/Samantha Brown Show	\$ 3,500	\$5,135		350,000					Sponsored by Visit CA, in an effort to promote Big Sur and the Highway 1 Road Trip. Airs on PBS nationwide February and March 2018. Results expected in the coming weeks. (updated 3/4).	National - to air on PBS in February and March 2018
Spring 2018	Brand USA Mexico Multi-Channel campaign	\$ 11,700			Clicks/Estimated Impressions: 4,000/1,400,000						
April 2018	Paid content activation - social influencers	\$ 30,000		500000							
Mar.-June 2018	Spring brand campaign	\$ 177,000		120,000						content activation supported by paid media campaign	California, short haul, long haul, national
Apr. 23-25, 2018	VCA LA Media Reception	\$ 3,250			30,000					Continue building relationships with media and social influencers in the LA market.	Media and social influencers in Los Angeles

*Social impressions= The number of people who could have seen the content (reach) + the number of times (frequency) the content was shown. *Social engagements= The number of likes, comments and shares the content received. Earned Media Impressions = Impressions.